

Donate Life Northwest Strategic Initiatives FY10-FY12

Mission

To save and enhance lives through the promotion of organ, eye and tissue donation.

Vision

To ensure that everyone waiting for an organ, eye or tissue donation receives one.

Final Revision 2/17/09

Key Initiatives

1. Increase Donor Designation

- a) Establish desired relationship with DMV
 1. Pursue DMV board representation
 2. Evaluate partnership with DMV
- b) Use marketing, surveys, focus groups to motivate to choose donor designation
- c) Target and evaluate key audiences and other community partners

2. Develop and utilize outcome measurements to evaluate fundraising activities and Donate Life Northwest programs

- a. Develop tools to measure outcomes
- b. Create monthly dashboard and case statements for Board review and for potential supporters

3. Ensure adequate and stable funding

- a. Increase and maintain Board responsibility for fundraising
- b. Maintain diverse funding source
- c. Increase individual giving

4. Increase visibility of Donate Life Northwest

- a. Recruit and develop strong leadership within the Board of Directors
- b. Develop opportunities for Board members, staff and volunteers to increase presence in the community
- c. Develop talking points for board and staff
- d. Continue to develop and improve website
- e. Proactively monitor legislative issues that impact Donate Life Northwest in the State Legislature; develop key legislative relationships